

make **my** trip

Significantly Boosts its Active Users Thanks to Appnext's Innovative Tech



About MakeMyTrip

MakeMyTrip is a pioneer in India's online travel space. It was founded with a goal "to empower the traveler with easy and instant travel bookings, providing comprehensive choices". Launched initially in the US market to cater for the overseas Indian community and their US to India travel needs, MakeMyTrip expanded to offer online flight bookings to travelers in India, while also adding holiday packages and hotel bookings to its services.

MakeMyTrip is a super app for Travel. In 2011 MakeMyTrip launched its mobile app to further boost the level of convenience offered to customers. Over the years the multi-award-winning company has become renowned for its reliability, transparency and customer-first ethos, making it the first choice of millions of Indians when it comes to booking travel online.

● The Challenge

The travel industry is highly competitive, with many established players in the market, which makes it challenging for MakeMyTrip to stand out and attract new users. MakeMy Trip wanted to find a way of increasing its mobile app downloads from travelers with a high purchase intent by targeting users who were actively looking to book flight and hotels.



Target Audience

25-45-years-old (this age group is known to travel more frequently and is more likely to book travel online)

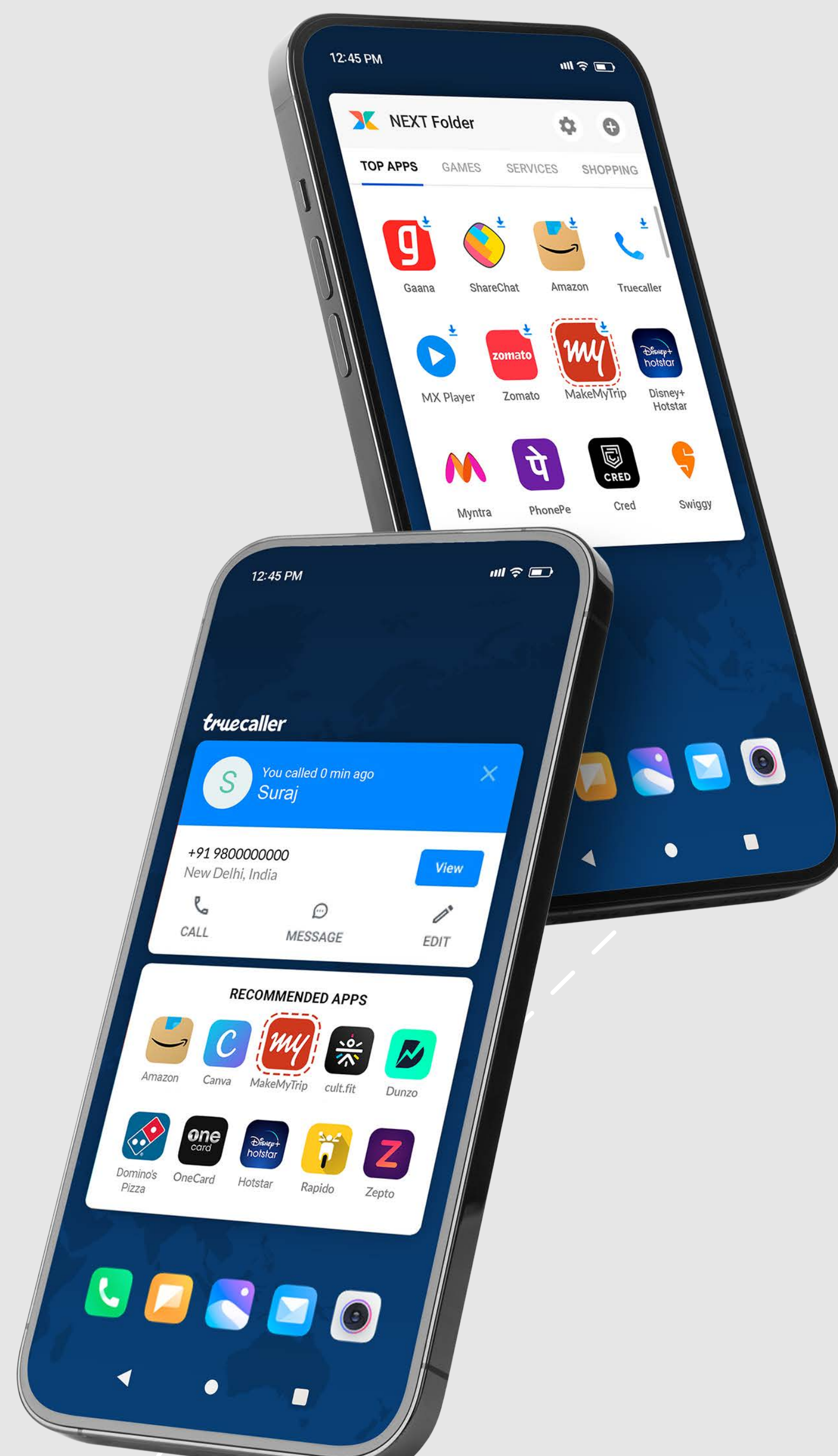


● The Solution Provided by Appnext

MakeMyTrip turned to Appnext to help it achieve its goals through a multi-faceted solution, tailored to the company's specific needs.

Specifically, Appnext...

- Offered an advanced recommendation engine, powered by its patented 'Timeline' technology, that enabled MakeMyTrip to showcase their app to users who were actively searching for travel-related apps: Appnext's algorithms analyzed users' behavior, enabling personalized suggestions for travel-related apps to high-intent users and maximizing the chances of converting them into active users.
- Provided MakeMyTrip with a variety of unique device-level placements designed to increase user engagement and retention rates.



The Results

The Appnext campaign was highly effective in driving a significant increase in app downloads and user engagement

Key successes:

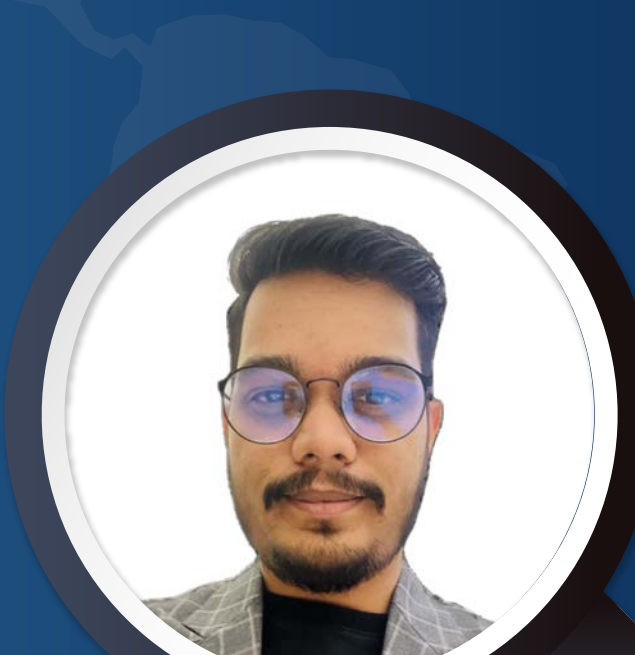
200K

200K new users in the first quarter of 2023, most of whom were actively looking for travel-related apps and therefore had a high purchase intent.

3.5%

Install-to-purchase rate increased to 3.5%, thanks to Appnext's ability to target users who were most likely to book flights and hotels.

"Partnering with Appnext has been a game-changer for us. Their tech-powered discovery solutions enabled us to target high-intent travelers with smart suggestions, resulting in a significant increase in bookings made from new users. The partnership with Appnext was an excellent decision, and we look forward to continuing to work with them to drive even more growth in the future."



Sourav Jain
Deputy Manager - Marketing
MakeMyTrip

● ABOUT APPNEXT

Appnext is the largest independent app discovery platform, offering the only recommendation engine on the market, encompassing both in-app and on-device discovery. Appnext discovery platform powers over 7B daily app recommendations via over 20 interactions along users' daily mobile journey.

